

VIEW Report

11/2/2016 12:28PM

Davis for State Senate Non Pre-empt Nov 2016 DAVIS44 REV

Albany-Schenectady-Troy Nov15 C-DMA Nielsen Parallel Live+SD

Client:

Buyer:

Advertiser:

Product:

Lengths: 30

Sched Dates: 11/2/16 - 11/7/16

All-Wks Avrg

		Notes	Rate \$\$.00	Unit/ Wk	Unit Tot	Wk 1 - Wk 2						Wk 1 10/31 '16	Wk 2 11/7 '16
						Households							
						Prog Name	Rtg	Imp	CPP \$\$	Rch %	Freq		
Albany-Schenectady-Troy Nov15 C-DMA Nielsen Parallel Live+SD			\$755.00		15		0.9	8100	\$55	9.6%	1.4	6	9
	5556, ABTR- Troy		\$755.00		15		0.9	8100	\$55	9.6%	1.4	6	9
	CNN -TV		\$254.00		4		0.8	2018	\$75	2.6%	1.3	1	3
	M 5a-10a		\$66.00	1	1	NEW DAY<	0.7	416	\$94	0.7%	1.0		1
	M 10a-6p		\$53.00	1	1	VARIOUS	1.1	667	\$48	1.1%	1.0		1
	M 6p-12m		\$69.00	1	1	VARIOUS	0.7	416	\$99	0.7%	1.0		1
	Su 5a-10a		\$66.00	1	1	AVG. ALL WKS<	0.9	520	\$73	0.9%	1.0	1	
	FXNC-TV		\$340.00		5		1.2	3469	\$58	4.2%	1.4	2	3
	M 5a-10a		\$69.00	1	1	FOX AND FRIEND<	0.8	451	\$86	0.8%	1.0		1
	M 10a-6p		\$50.00	1	1	VARIOUS	1.4	812	\$36	1.4%	1.0		1
	M 6p-12m		\$76.00	1	1	VARIOUS	1.5	880	\$51	1.5%	1.0		1
	F 6p-12m		\$76.00	1	1	AVG. ALL WKS	1.3	761	\$58	1.3%	1.0	1	
	Su 5a-10a		\$69.00	1	1	FOX & FRIENDS<	0.9	565	\$77	0.9%	1.0	1	
	TWNA-TV		\$161.00		6		0.7	2614	\$37	3.1%	1.4	3	3
	M 5a-10a		\$37.00	1	1	CAPITAL NEWS 9<	0.9	540	\$41	0.9%	1.0		1
	M 10a-6p		\$12.00	1	1	CAPITL NWS9	0.7	401	\$17	0.7%	1.0		1
	M 6p-12m		\$25.00	1	1	CAPITAL NEWS 9<	0.6	361	\$42	0.6%	1.0		1
	F 6p-12m		\$25.00	1	1	CAPITAL NEWS 9<	0.5	310	\$50	0.5%	1.0	1	
	Sa 6p-12m		\$25.00	1	1	CAPTL NW9 SA B<	0.8	460	\$31	0.8%	1.0	1	
	Su 5a-10a		\$37.00	1	1	CAPITL NWS9 SU	0.9	541	\$41	0.9%	1.0	1	
Total			\$755.00		15		0.9	8100	\$55	9.6%	1.4	6	9

Broadcast Month Costs - Grand Total

Month

Gross Cost

Total Units

11/2016	\$755	15
Total	\$755	15

This report has been prepared using STRATA NuMath research.
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Adjustments: Network Insertability and Network Carriage have been factored into calculations.
Albany-Schenectady-Troy Nov15 C-DMA Nielsen Parallel Live+SD
Cable Zones: TIME WARNER CABLE, ABTR- Troy

Signature _____

" Purchaser acknowledges that he has read and understood the attached Time Warner Cable Media Sales Terms and Condition provided and agrees to be bound thereby."